ABSTRACT OF THE DISCLOSURE

The disclosed network marketing system sequentially confirms a user's intention to purchase items for each item in a shopping cart. A marketer server adds items that have been selected by a user terminal to a shopping cart that is stored in a shopping cart database. Upon receiving notification from the user terminal of the intention to purchase items in the shopping cart, the marketer server sequentially presents items in the shopping cart to the user terminal to confirm the intention to purchase, and then actually accepts the purchase of only those items for which the intention to submit for purchase could be confirmed. The user can place items that he or she still has not definitely decided to buy in the shopping cart rather than being limited to placing in the shopping cart only those items that he or she has actually decided to purchase, and the user therefore does not need to separately record information regarding items he or she considers buying.

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